8858645 Ver# 5 Status Revised Traffic Order# 37147

Printed: 09/21/2012 3:24 PM Last Received: 09/21/2012 1:38 PM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser () HECK, JOE Product HECK/CONGRESS/REP

Estimate# 2643

Rep Order#

EC'd Yes

Buyer WHITNEY EVERSOLE

Phone# Fax# Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP DELAWARE, OH 43015 C/P1/P2/E //2643

Agency C/P1/P2/E //2643 Flight Dates 09/03/2012 - 09/16/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES 1 of

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT --

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK NEW REVISED TOTAL - \$30,750 PLEASE CONFIRM THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	500A-600A	i.	:30	\$145.00	09/07-09/07	1	1	1	\$145.00	
		Buyl	ine Comment:	: NEWS								
	2	M,W-F	500A-600A	1	:30	\$145.00	09/10-09/14	4	1	4	\$580.00	
		Buyl	ine Comment:	: NEWS								
	3	F	600A-700A	1	:30	\$150.00	09/07-09/07	1	1	1	\$150.00	
		Buyl	ine Comment:	: NEWS								
	4	M,W-F	600A-700A	i.	:30	\$150.00	09/10-09/14	3	1	3	\$450.00	
		Buyl	ine Comment:	: NEWS							-	
	5	F	1000A-		:30	\$325.00	09/07-09/07	0	0	0	\$0.00	
		D1	1100A	PRICE								
		Buyı	ine Comment	; PRICE								
	6	M,W-F	1000A- 1100A		:30	\$325.00	09/10-09/14	2	1	2	\$650.00	
		Buyl	ine Comment	: PRICE								

09/21/2012 3:24 PM 2 of 5 Rep Order# EC'd Yes Traffic Order# 37147 **Printed:** 8858645 Status Revised Ver# 5 09/21/2012 1:38 PM

Last Received: 09/2 Showing Buylines: All Lines

Station Advertise Product Estimates		HECK/CONGRESS/REP			Agency () 7669 ST DELAW Agency C/P1/P2/E	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES							
	Buyer Phone# Fax#	WHITNE	Y EVERSOLE	Flight Dates Hiatus Weeks	09/03/2012 - 09/16/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
	rax# .T Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
-													
	7	M,W-F	300P-400E			:30	\$275.00	09/10-09/14	2	1	2	\$550.00	
	8	TU-TH Bu	400P-500E yline Comment:			:30	\$900.00	09/04-09/06	2	1	2	\$1,800.00	
	9	F	400P-500E			:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
		Bu	yline Comment:	: NEWS									
	10		400P-500E yline Comment:			:30	\$225.00	09/10-09/14	3	1	3	\$675.00	
	11		500P-630E			: 30	\$1,250.00	09/03-09/06	2	1	2	\$2,500.00	
		Bu	yline Comment:	: NEWS									
	12		500P-630E yline Comment			:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
	13	•	500P-630F			:30	\$275.00	09/10-09/14	5	1	5	\$1,375.00	
		Buyline Comment: NEWS											
	14	м-тн	1100P- 1135P			:30	\$1,700.00	09/03-09/06	4	1	4	\$6,800.00	
		Bu	yline Comment	: NEWS									
	15	F	1100P- 1135P			:30	\$475.00	09/07-09/07	1	1	1	\$475.00	
		Bu	yline Comment	: EWS									
	16	M,W-F	1100P- 1135P			:30	\$475.00	09/10-09/14	4	1	4	\$1,900.00	
		_											

Buyline Comment: EWS

Last Received: 09/2 Showing Buylines: All Lines 09/21/2012 1:38 PM

Data Part	Station Advertiser Product Estimate#		HECK/CONGRESS/REP			Agency () STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP DELAWARE, OH 43015 Agency C/P1/P2/E //2643					Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
No. Day Time Program Len Rate Dates Spots/Week Soft Soft Soft Daywart	B P	uyer hone#	2643 WHITNEY EVERSOLE			Flight Dates									
17 F 1135P-			Day	Time	Program			Len	Rate	Dates	Spots/Week		Spots	Total Cost	Daypart
1237% Buyline Comment: LETTERMAN															
Buyline Comment: LETTERNAN 18		17	F					:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
1237A Buyline Comment: LETTERMAN			Buyl	ine Comment:	LETTERMAN										
1237A Buyline Comment: LETTERMAN															
Buyline Comment: LETTERMAN 19 SA-SU 1100P- 1135P Buyline Comment: NEWS 20 SU 1000A- 430P		18	M, W-F					:30	\$175.00	09/10-09/14	4	1	4	\$700.00	
1135P Buyline Comment: NEWS 130 \$1,800.00 09/09-09/09 0 1 0 \$1,800.00 09/16-09/16 1 1 1 1 1 1 1 1 1			Buyl		LETTERMAN										
1135P Buyline Comment: NEWS 130 \$1,800.00 09/09-09/09 0 1 0 \$1,800.00 09/16-09/16 1 1 1 1 1 1 1 1 1															
Buyline Comment: NEWS 20 SU 1000A-		19	SA-SU					:30	\$250.00	09/08-09/16	1	2	2	\$500.00	
Buyline Comment: NFL 21 M-TH 900A-1000A Buyline Comment: REGIS *22 F 900A-1000A Buyline Comment: REGIS *23 M,W-F 900A-1000A Buyline Comment: REGIS *30 \$200.00 09/07-09/07 0 0 0 \$0.00 *5			Buyl		NEWS										
Buyline Comment: NFL 21 M-TH 900A-1000A Buyline Comment: REGIS *22 F 900A-1000A Buyline Comment: REGIS *23 M,W-F 900A-1000A Buyline Comment: REGIS *30 \$200.00 09/07-09/07 0 0 0 \$0.00 *5															
Buyline Comment: NFL 09/16-09/16 1 1 1 1 1 1 1 1 1		20	SU					:30	\$1,800.00	09/09-09/09	0	1	0	\$1,800.00	
21 M-TH 900A- 1000A Buyline Comment: REGIS *22 F 900A- 1000A Buyline Comment: REGIS *30 \$200.00 09/07-09/07 0 0 0 0 \$0.00 Buyline Comment: REGIS *30 \$200.00 09/07-09/07 0 0 0 \$0.00 *30 \$200.00 09/07-09/07 0 0 0 \$0.00 *30 \$200.00 09/07-09/07 0 0 0 \$0.00 *30 \$200.00 09/07-09/07 0 0 0 0 \$0.00 *30 \$200.00 09/07-09/07 0 0 0 0 \$0.00 *30 \$200.00 09/07-09/07 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0										09/16-09/16	1	1	1		
Buyline Comment: REGIS *22 F 900A- 1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P 30 \$275.00 09/07-09/07 1 1 1 5275.00			Buyl	ine Comment:	NFL										
Buyline Comment: REGIS *22 F 900A- 1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P 30 \$275.00 09/07-09/07 1 1 1 5275.00		21	M_TU	9003-				• 30	\$650.00	09/03-09/06	2	1	2	\$1.300.00	
*22 F 900A- 1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS 40 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P 27 M,W-F 700P-730P 28 M,W-F 700P-730P 29 M,W-F 700P-730P 20 S200.00 09/07-09/07 1 1 1 1 5275.00		21	M-II					. 50	4000.00	03,03 03,00	_	_	_	, _, ,	
1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00			Buyl	ine Comment:	REGIS										
1000A Buyline Comment: REGIS Sales Remark: V5. V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00		*2) F	-4006				:30	\$200.00	09/07-09/07	0	0	0	\$0.00	
Sales Remark: V5 . V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS 24 F 700P-730P 30 \$275.00 09/07-09/07 1 1 1 \$275.00 Buyline Comment: ET 25 M,W-F 700P-730P 30 \$275.00 09/10-09/14 4 1 4 \$1,100.00				1000A					720000						
V5 Comment Changed, Spots/week Changed 23 M,W-F 900A- 1000A Buyline Comment: REGIS 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 51,100.00			_												
23 M,W-F 900A- 1000A Buyline Comment: REGIS 24 F 700P-730P Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00															
1000A Buyline Comment: REGIS 24 F 700P-730P :30 \$275.00 09/07-09/07 1 1 1 \$275.00 Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00				•											
Buyline Comment: REGIS 24 F 700P-730P :30 \$275.00 09/07-09/07 1 1 1 1 \$275.00 Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00		23	M,W-F					:30	\$200.00	09/10-09/14	3	1	3	\$600.00	
Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00			Buyl		REGIS										
Buyline Comment: ET 25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00			_												
25 M,W-F 700P-730P :30 \$275.00 09/10-09/14 4 1 4 \$1,100.00		24						:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
			Buyl	ine Comment:	ET										
		25	M.W-F	700P-730P				:30	\$275.00	09/10-09/14	4	1	4	\$1,100.00	
									, = , = , = ,	,,				•	

Rep Order# 8858645 Ver# 5 Status Revised Traffic Order# 37147 EC'd Yes

Printed: 09/21/2012 3:24 PM Last Received: 09/21/2012 1:38 PM 4 of 5

Showing Buylines: All Lines

Rep Firm Station KLAS-TV LAS VEGAS Agency () STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP Sales Office () WASHINGTON Advertiser) HECK, JOE DELAWARE, OH 43015 Salesperson () MIKE JONES **Product** HECK/CONGRESS/REP Agency C/P1/P2/E //2643 Estimate# 2643 202-872-5880 Flight Dates 09/03/2012 - 09/16/2012 Salesperson Phone# Buyer WHITNEY EVERSOLE Salesperson FAX# 202-872-0263 Phone# **Hiatus Weeks** Fax# Spots/Week # of Total Total Cost LT Program Len Rate Dates Daypart Ln Day Time Spots Weeks -------------09/09-09/16 2 2 \$350.00 \$175.00 1 27 SU 630A-800A :30 Buyline Comment: SUN MORN :30 \$1,100.00 09/09-09/09 1 1 1 \$1,100.00 SU 28 700P-800P 1 0 0 09/16-09/16 Buyline Comment: 60 MINUTES \$200.00 \$200.00 09/07-09/07 1 1 1 29 F 1200P-:30 1230P Buyline Comment: NEWS M,W-F 1200P-:30 \$200.00 09/10-09/14 4 1 \$800.00 30 1230P Buyline Comment: NEWS \$275.00 1 1 1 31 F 500P-630P :30 \$275.00 09/07-09/07 Buyline Comment: NEWS 1 \$275.00 09/10-09/14 3 3 \$825.00 32 M,W-F 500P-630P :30 Buyline Comment: NEWS 800P-:30 \$215.00 09/08-09/15 2 2 4 \$860.00 33 SA 1000P Buyline Comment: KLAS MOVIE SA 930A-:30 \$200.00 09/15-09/15 2 1 2 \$400.00 34 1200P Buyline Comment: ACC FOOTBALL 1 1 1 \$35.00 35 М 400A-459A :30 \$35.00 09/10-09/10 Buyline Comment: NEWS 09/12-09/12 1 1 1 \$30.00 137A-237A \$30.00 36 :30 Buyline Comment: ELECTRIC PLAYGROUND/ETR

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Agency) STRATEGIC MEDIA PLACEMENT Rep Firm Sales Office () WASHINGTON Advertiser) HECK, JOE 7669 STAGERS LOOP Salesperson (Product HECK/CONGRESS/REP DELAWARE, OH 43015) MIKE JONES Agency C/P1/P2/E Estimate# 2643 //2643 Flight Dates Salesperson Phone# 202-872-5880 Buyer WHITNEY EVERSOLE 09/03/2012 - 09/16/2012 Phone# **Hiatus Weeks** Salesperson FAX# 202-872-0263 Fax# Len Rate Dates Spots/Week # of Total Total Cost Daypart LT Time Program Ln Day Weeks Spots 2 \$600.00 *37 F 900A-300P US OPEN :30 \$300.00 09/07-09/07 1 Buyline Comment: REGIS Sales Remark: V5 . V5 Added \$275.00 1 1 *38 F 300P-400P ELLEN :30 \$275.00 09/07-09/07 1 Buyline Comment: REGIS

-REPORT TOTALS-

Report Totals: 77 / \$30,750.00

Sales Remark:

V5 Added

V5 .

-- SALES MONTHLY TOTALS-

Sep 12: 77 / \$30,750.00
Sales Totals: 77 / \$30,750.00
Station Totals: 77 / \$30,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE-

0% 0% 30% KSNV 40% KTNV 25% KTUD Market Totals \$102,500 CABL KLAS 0% 0% KVVU 5% UNKN 0% KVCW KVMY

Books FEB11 Demos RA35+